

Dear Dave's,
Yeah, I'm fed up with cheap,
fast burning smokes. Thanks
for getting it right.

- ☐ Go for it! Keep your
smokes coming.
- ☐ Put me on your mailing list.

Send to: Dave's Tobacco Company
P.O. Box 100395
Marietta, Georgia
30065-9958

Print Name _____

Street _____

City () State Zip

Telephone No. _____

What brand of smokes do you normally buy?

By signing below, I certify that I am
a smoker 21 years of age or older.
I am also willing to receive cigarette
coupons and branded incentive
items in the mail subject to appli-
cable state and federal law.

Signature required _____

Birthdate _____

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The tale of Dave's Original Blend.

Dave was fed up with cheap, fast burning smokes. Instead of just getting mad, he did something about it. He read some books, cleared twenty acres and got to work. He put a down payment on a tractor and traded his lawnmower for a weather radio. And then it was just a matter of waiting for the final frost of the season and a new moon. In early April, Dave sowed his first seeds.

A few sunny days later, Dave's was born.

Word spread about Dave's "different smokes." His tobacco leaves were hand picked, then barn cured and barrel aged for rich taste. And to make sure they burned perfectly, each smoke was packed tight.

People started buying these new smokes that didn't burn fast and tasted great. They told their friends...who told their friends. Now Dave works for nobody but himself. And it all started with a few tobacco seeds...and a dream.



**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Regular: 16 mg "tar,"
1.0 mg nicotine —
Lights: 11 mg "tar," 0.7
mg nicotine av. per
cigarette per FTC method

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